

Message Text

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63

ACTION EUR-12

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R 191518Z FEB 75
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TO USDOC WASHDC
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UNCLAS BERN 0787

E.O. 11652: N/A
TAGS: BTRA SZ
SUBJECT: BICENTENNIAL TRAVEL TO US, LAVANCHY, GENEVA

1. REPUTABLE, MEDIUM-SIZE TOUR OPERATOR, LAVANCHY SA, RUE DE BOURG 15, 1002 LAUSANNE, SWITZERLAND, HAS REQUESTED OUR ASSISTANCE IN PRESENTING SUGGESTIONS FOR ORGANIZING A SERIES OF ABOUT SIX TOURIST TRIPS TO USA DURING BICENTENNIAL (1975-1977). GROUPS WOULD EACH CONSIST OF 25 TO 50 SWISS ACCOMPANIED BY JOURNALIST. IN ADDITION TO USUAL TOURIST STOPS, LAVANCHY WOULD LIKE TO INCLUDE PLANT VISITS IN US ADVANCED INDUSTRIES, AND CONTACTS WITH (FOR EXAMPLE) SUCH GROUPS AS TRADE UNIONS, GOVERNMENT AGENCIES AT ALL LEVELS, EDUCATIONAL AND PROFESSIONAL INSTITUTIONS, AND ANY OTHER CONTACTS OUTSIDE THE USUAL SPECTRUM OF TOURIST ATTRACTIONS, IN ORDER TO MAXIMIZE FAMILIARIZATION WITH AMERICAN DAILY LIFE.

2. WE HAVE COPY THIRD EDITION OFFICIAL MASTER REGISTER LISTING BICENTENNIAL EVENTS, BUT IT APPEARS TOO LACKING IN DETAIL TO BE OF USE TO AGENT PLANNING ITINERARY FOR TOUR GROUPS.

3. ACTION REQUESTED: WE WOULD BE MOST GRATEFUL FOR TELEGRAPH SUMMARY OF ASSISTANCE USTS OR OTHER USG AGENCY COULD FURNISH IN RESPONSE TO SUCH INQUIRIES AND FOR SUGGESTIONS OF OTHER SOURCES OF ASSISTANCE (FOR EXAMPLE, BICENTENNIAL AND/OR TRAVEL AGENCIES OF STATES AND CITIES). IS THERE ANY OTHER PUBLICATION ON BICENTENNIAL EVENTS,
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PERHAPS DESIGNED FOR FOREIGN TRAVEL AGENTS, WHICH LISTS MORE IMPORTANT EVENTS IN GREATER DETAIL?.

DAVIS

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Disposition Event:
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